

Rep Order# 9788506 Ver# 3 Mod# 0 Status Confirmed Traffic Order# 31348
EC'd Yes

Printed: 08/10/2012 1:06 PM
Last Received: 08/10/2012 12:29 PM

1 of 2

Station WWSB-TV SARASOTA,FL
Advertiser () POLITICAL
Product OBAMA/SCHED B
Estimate# 1596
Buyer Katie Keulenman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1596
Flight Dates 08/11/2012 - 08/16/2012
Hiatus Weeks

Rep Firm () WASHINGTON
Sales Office () BRAD PHILLIPS
Salesperson ()
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

31348

Showing Buylines: All Lines

— CONTRACT COMMENT —

***** NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1		M-TH	6P-630P	ABC 7 NEWS @ 6P	:30	\$800.00	08/13-08/16	1	1	1	\$800.00	
2		M-TH	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/13-08/16	5	1	5	\$2,000.00	
3		M-TH	730P-8P	JEOPARDY	:30	\$400.00	08/13-08/16	5	1	5	\$2,000.00	
4		SA	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/11-08/11	1	1	1	\$400.00	

—REPORT TOTALS—
Report Totals: 12 / \$5,200.00

—SALES MONTHLY TOTALS—

Aug 12: 12 / \$5,200.00
Sales Totals: 12 / \$5,200.00
Station Totals: 12 / \$5,200.00
Lines not sent/rclld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$72,727	CABL	0%	UNKN	0%	WBSV	4%	WFLA	20%	WFST	14%
		WTOG	0%	WTSP	24%	WTAA	4%	WTWT	24%	WWSB	7%

Books null
Demos RA35+

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Salesperson Phone#	202-955-5342
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2 of 2

Station	WWSB-TV SARASOTA,FL
Advertiser	() POLITICAL
Product	OBAMA'S SCHEDULE B
Estimate#	1596
Buyer	Katie Keuleman
Phone#	
Fax#	

Agency	() GMMB
	3050 K ST NW
	WASHINGTON, DC 20007
Agency C/P1/P2/E	95/101/1596
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WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

CONTRACT

Contract / Revision	Alt. Order #	
31348 /	09788506	
<u>Product</u>		
OBAMA/SCHED B		
Contract Dates	Est. #	
08/11/12 - 08/18/12	1596	
Advertiser	Original Date / Revision	
OBAMA FOR AMERICA	08/10/12 / 08/10/12	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WWSB	BRAD PHILLIPS	Washington DC
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 18+		
IDB#	Advertiser Code	Product Code
	95	101
Agency Ref	Advertiser Ref	

And:

GMMB
1010 WISCONSIN AVE NW
WASHINGTON, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
N 1 7		08/13/12	08/16/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	MTWT---				1	\$800.00			
N 2 7		08/13/12	08/16/12	Wheel of Fortune	7-730p		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	MTWT---				5	\$400.00			
N 3 7		08/13/12	08/16/12	Jeopardy	730-8pm		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	MTWT---				5	\$400.00			
N 4 7		08/11/12	08/11/12	Wheel of Fortune	7-730p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	-----S-				1	\$400.00			
Totals										12	\$5,200.00	

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/16/12	12	\$5,200.00	\$4,420.00
Totals	12	\$5,200.00	\$4,420.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.